T O U R I S M

VISITOR '87

A TRAVEL SURVEY OF VISITORS TO BRITISH COLUMBIA

ROCKY MOUNTAIN TOURISM REGION

ECONOMIC & REGIONAL DEVELOPMENT AGREEMENT

Canada

BC

89-03805/

For additional copies of this publication and/or information about the Canada-British Columbia Tourist Development Subsidiary Agreement, contact:

B.C. Ministry of Tourism and Provincial Secretary
1117 Wharf Street
Victoria, B.C.
V8W 2Z2
(604) 387-1311

or

B.C. Ministry of Regional Development
712 Yates Street
Victoria, B.C.
V8V 1X5
(604) 387-0513

or

Industry, Science and Technology Canada
P.O. Box 11610
900 - 650 West Georgia Street
Vancouver, B.C.
V6B 5H8
(604) 666-2255 or Toll - free at 1-800-663-0433

Canadian Cataloguing in Publication Data

Main entry under title:
Visitor '87

"Funded by Canada-British Columbia Subsidiary Agreement Tourist Industry Development".
On cover: Economic & Regional Development Agreement, Canada, BC.
Originally published: Ministry of Tourism, Recreation and Culture.
Contents: [General report] -- Executive summary -- Vancouver Island tourism region -- Southwestern British Columbia tourism region -- Okanagan Similkameen tourism region -- Kootenay country tourism region -- Cariboo tourism region -- North by northwest tourism region -- Peace River Alaska Highway tourism region -- Rocky Mountain tourism region -- High country tourism region.
ISBN 0-7726-0884-9

1. Tourist trade - British Columbia. 2. Travelers - Attitudes. I. British Columbia. Ministry of Tourism and Provincial Secretary. II. Marktrend Marketing Research Inc. III. B.C. Research. IV. Economic Planning Group. V. Canada-British Columbia Tourist Industry Development Subsidiary Agreement. VI. Canada/BC Economic & Regional Development Agreement.

G155.C3V57 1988a 381'.4591711044 C89-092007-9

VISITOR '87

A TRAVEL SURVEY OF VISITORS TO BRITISH COLUMBIA

ROCKY MOUNTAIN TOURISM REGION

Prepared for:

Ministry of Tourism and Provincial Secretary

funded by:
Canada - British Columbia Subsidiary Agreement on
Tourist Industry Development

prepared by:

MARKTREND MARKETING RESEARCH INC.
B.C. RESEARCH
ECONOMIC PLANNING GROUP

March, 1988
(Reprinted February, 1989)

ACKNOWLEDGEMENT

This study was funded through the Canada-British Columbia Tourist Industry Development Subsidiary Agreement. The Agreement, which provides a variety of programs for tourism development, is cost shared equally by the governments of Canada and British Columbia. All of the activities undertaken through this Agreement are approved by a federal/provincial Management Committee established for the administration of the Agreement.

The Canada-British Columbia Tourist Industry Development Subsidiary Agreement is one in a series of subsidiary agreements under the Economic and Regional Development Agreement (ERDA) signed in November 1984, between the governments of Canada and British Columbia.

The responsibility for the content of this report is the consultant's alone, and the conclusions reached herein, do not necessarily reflect the opinions of those who assisted during the course of this investigation or the federal and provincial governments which funded the study.

Industry, Science and Technology Canada

Industrie, Sciences et Technologie Canada

Province of British Columbia

Ministry of Regional Development

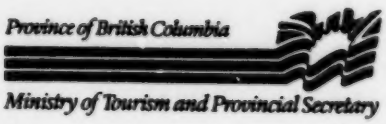

TABLE OF CONTENTS

INTRODUCTION. 1

HOW TO USE THIS REPORT. 1

FACTORS TO CALCULATE TRAVEL PARTIES 2

HIGHLIGHTS. 4

RESULTS:

NUMBER OF NIGHTS SPENT IN THE REGION 5

B.C. AS THE MAJOR DESTINATION. 5

METHOD OF TRAVEL TO THE REGION 6

METHOD OF TRAVEL IN THE REGION 6

MAIN PURPOSE OF TRIP 7

PARTY COMPOSITION. 8

FIRST TRIP TO B.C. 8

NUMBER OF TRIPS TO B.C. IN PAST 3 YEARS. 9

EXPO 86 VISITATION 9

ACCOMMODATION USED 10

ACTIVITIES PURSUED 11

AVERAGE EXPENDITURES 12

"BEST" ASPECTS OF EACH REGION. 13

INTEREST IN VISITING REGIONS BY SEASON 14

COMPARISON OF TRAVEL IN THE REGION BETWEEN 1979 AND 1987 . . 15

BRITISH COLUMBIA TOURISM REGIONS
CASSIAR
FORT NELSON
H
Peace River, Alaska Highway
ALASKA
FORT ST. JOHN
DAWSON CREEK
G
North by Northwest
PRINCE RUPERT
QUEEN CHARLOTTE CITY
PRINCE GEORGE
ALBERTA
QUESNEL
F
Cariboo
E
High Country
WILLIAMS LAKE
GOLDEN
100 MILE HOUSE
KAMLOOPS
SALMON ARM
RADIUM HOT SPRINGS
Vancouver Island
PORT HARDY
A
B
C
D
I
VERNON
Okan agan-Similk ameen
NELSON
Rocky Mountain
South-western B.C.
CAMPBELL RIVER
PORT ALBERNI
VANCOUVER
RICHMOND
NANAIMO
PENTICTON
Kootenay Country
CRANBROOK
VICTORIA
U.S.A.
A Vancouver Island
B Southwestern B.C.
C Okanagan-Similkameen
D Kootenay Country
E High Country
F Cariboo
G North by Northwest
H Peace River, Alaska Highway
I Rocky Mountain

INTRODUCTION

Visitors '87 is a survey of out-of-province visitors to British Columbia conducted during the period of July to October, 1987. It was undertaken to provide a measure of the numbers of people visiting the province during the summer and fall travel period, and to describe the characteristics and profiles of these visitors. It is the first province wide survey of tourists to British Columbia since 1979.

Visitors '87 involved the surveying of travellers arriving in B.C. at major highways, airports and marine terminals. The survey involved "screening" interviews with representatives of 13,743 travel parties entering B.C., or about 1% of total visitor traffic during the survey period. These parties were comprised of 2,940 excursionists (same-day travellers) and 10,803 tourists (one-or-more night travellers) or visitor parties.

Trip diaries were given to 3 out of 4 visitor parties and these travellers were asked to complete the diary on a daily basis and mail it to Survey Headquarters on the completion of their trip. Response rates of 40% were achieved resulting in 3,225 completed diaries representing over 20,000 party-nights spent in British Columbia. One out of four overnighting visitors were asked for their name and phone number, and a detailed follow-up interview was conducted by telephone (for North American visitors) and in airport departure lounges (for overseas visitors). A total of 1,005 of these interviews were completed.

The results of the personal interviews, telephone interviews and diary questionnaires were analysed and the results published in a provincial report entitled Visitors '87. To provide additional details at the regional level, nine separate reports were prepared - one for each tourist region - of which this is one.

HOW TO USE THIS REPORT

This report contains a summary of the most often asked questions about non-resident travel to the region. The tables have been set up to provide a variety of information in a concise, tabular format. In all cases, the formats are similar, with a breakdown of responses into three origin categories, a regional total, and a B.C. total.

The three origin categories of Canada, U.S.A. and International provide a comparison among the residents of these areas, which is intended to guide marketing programs. The regional figures and the B.C. figures allow convenient comparisons between the status of the region and the provincial average.

In all cases percentages have been reported. These percentages are intended to add vertically to 100% (in the case of non-multiple responses). In other words, the distribution of responses in each column can be compared to the percentages in the other columns. For example, the number of nights spent in the region by Canadians can be compared to the number of nights spent by Americans or by residents from offshore countries.

To keep the charts uncongested, the actual counts have not been tabulated. However, the counts (representing the number of parties) can be calculated using the figures provided in this report. The following chart tabulates the number of parties visiting each region from each of the three origin categories. Multiplying the appropriate figure from this chart by any percentage in the same origin category will provide a measure of the actual number of visitor parties.

The reader is cautioned that this chart can be used with all exhibits except those recording accommodation and activities. These are measured in party-nights and the appropriate total counts are tallied as Total Party-Nights (in hundreds).

FACTORS TO CALCULATE
ACTUAL NUMBERS OF TRAVEL PARTIES
FROM PERCENTAGES

(During July-October, 1987)

REGION	CANADA	USA	INT'L	REGION
Vancouver Island	106,000	330,000	48,000	484,000
S.W. B.C.	247,000	407,000	128,000	782,000
Okanagan	116,000	81,000	30,000	227,000
Kootenay Country	37,000	24,000	4,000	65,000
B.C. Rockies	145,000	122,000	23,000	290,000
High Country	111,000	127,000	45,000	283,000
Cariboo	7,000	40,000	10,000	55,000
North by Northwest	16,000	59,000	14,000	89,000
Peace River	9,000	35,000	4,000	48,000
B.C. Total	524,000	855,000	156,000	1,355,000

Visitors '87 has generated a vast amount of information about travel to British Columbia and travel within the region. To assist in the task of analysing the results on a regional basis, a series of the key results have been presented.

The following pages contain: a summary explanation of the regional results; a series of twelve tables describing various features about travel to the region; breakdowns of origins into categories of Canada, U.S.A. and International visitors; a comparison to 1979 results; and a summary of what visitors enjoyed most about the region.

In all the tables, the column percentage is quoted to the nearest whole number. The reader is advised to be cautious in interpreting an undue amount of precision in the numbers as statistical reliability varies for each entry in each table. Regional totals are considered accurate to within 3% to 5%, while individual elements in the exhibits have an error factor in the 5% to 20% range.

The reader is also cautioned to recognize the following points when using the report:

- The units of measurement represent number of parties, unless party-nights are specified;

- The survey was conducted solely of non-B.C. residents, as they entered the province between June 21 and October 31, 1987. This 4+ month period represents approximately 52% of total visitor traffic to B.C.;

- Travel by B.C. residents is not included in this survey. Domestic travel is estimated to represent about 45% of total B.C. tourism;

- Consequently, the survey represents between 25% and 30% of B.C. tourism.

For further information regarding the methodology and results of Visitors '87, please contact:

Research Services Branch
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, B.C.
V8W 2Z2 Phone: (604) 387-1566

HIGHLIGHTS

NON-RESIDENT TOURISM IN THE B.C. ROCKIES

In 1987, there were about 795,000 party-nights spent by non B.C. residents in the B.C. Rockies tourist region during the period from late June to the end of October. The B.C. Rockies region represents approximately 10% of the provincial visitor party-nights total.

The total number of parties visiting the B.C. Rockies during the four month survey period was 290,000. Canadians make up half the market share at 50% followed by Americans at 42% and International visitors at 8%. The average length of stay was 2.7 nights.

Sixty-seven percent of all visitors to the B.C. Rockies preferred to travel by private automobile. One in four visitors (24%) preferred to travel by R.V., while 10% travelled by rental car.

Touring was the main purpose of trip for 63% of visitors to the B.C. Rockies. Next in order of importance was outdoors trip (37%) and visiting friends and relatives (35%).

The average size of parties travelling to the B.C. Rockies was 2.8, while the most common party composition was two adults travelling together.

The majority of visitors to the B.C. Rockies have been to B.C. before as eight out of ten indicated they were not making their first trip.

Just over seven out of ten (71%) visitors to the B.C. Rockies did not attend Expo 86.

Camping was the preferred mode of accommodation for 42% of travellers in the B.C. Rockies. This was followed by motels (30%) and then the homes of friends and relatives (13%).

Outdoor activities were the preferred activity of half of all visitors to the B.C. Rockies. Next in order of importance are sightseeing (48%) and shopping (31%).

Visitors to the B.C. Rockies spent an average of $92 per party and $32 per person per day. The single largest daily expenditure at $31 was accommodation.

Total non-resident tourist revenue generated in the B.C. Rockies region during the July to October period was $65.1 million. This represents about 7% of the total out-of-province visitor expenditure in the province during the summer-fall period.

NUMBER OF NIGHTS SPENT IN THE B.C. ROCKIES

NIGHTS	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
1	3%	10%	11%	7%	11%
2	12	21	6	15	16
3	20	23	4	20	19
4	8	9	5	8	12
5-7	28	21	3	23	19
8-10	16	11	28	15	10
11-15	12	5	38	11	11
16-20	-	-	4	-	-
20 and over	-	-	2	-	-
Row Percentage	50%	42%	8%	100%	100%

- The regional average of length of stay for all visitors to the B.C. Rockies region was 2.7 nights.
- International visitors tend to stay in the region for longer periods of time with nearly 40% staying from 10-15 nights.
- Half of the total parties in the Region were Canadians.
- Americans were most likely to stay in the region for a shorter period of time than Canadians or International visitors: 54% of Americans stayed three nights or less compared to 35% of Canadians and 21% of International visitors.

IS B.C. THE MAJOR DESTINATION OF VISITORS TO THE B.C. ROCKIES?

RESPONSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	23%	61%	38%	39%	38%
Yes	77	40	62	61	62
Row Percentage	52%	40%	8%	100%	100%

- B.C. was the major destination for six out of ten people travelling in the B.C. Rockies region.
- B.C. was most likely to be the major destination for Canadians (77%) followed by International visitors (62%) and then Americans (40%).

METHOD OF TRAVEL TO B.C.
OF VISITORS TO THE B.C. ROCKIES

MODE OF TRANSPORT	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Own Automobile	79%	64%	5%	67%	48%
Rented Automobile	1	7	39	6	8
R.V.	23	33	-	25	14
Bus	2	1	2	2	3
Plane	4	6	65	10	30
Train	-	-	-	-	1
Cruise	-	-	-	-	4
Ferry	1	3	8	2	11
Other	3	3	4	3	1
Row Percentage	51%	41%	8%	115%	120%

- The most popular mode of transportation to B.C. for people travelling in the B.C. Rockies region was private automobile (67%). The second most popular form of transportation was the R.V. (25%).
- International visitors were far more likely to have arrived in B.C. by plane (65%) compared to Americans (6%) or Canadians (4%).
- The use of a rental car was also very prominent among International visitors (39%), while at 1% it was hardly used at all by Canadians.
- Very few visitors to the B.C. Rockies region arrived in B.C. by bus (2%).

METHOD OF TRAVEL IN B.C.
OF VISITORS IN THE B.C. ROCKIES

MODE OF TRANSPORT	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Own Automobile	79%	65%	6%	67%	50%
Rented Automobile	3	7	61	10	20
R.V.	21	31	14	24	15
Bus	1	3	9	2	11
Plane	1	-	2	1	3
Train	1	1	6	1	3
Cruise	1	-	-	-	3
Ferry	9	5	24	9	17
Other	6	3	17	6	13
Row Percentage	51%	40%	9%	120%	133%

- o The private automobile was the preferred mode of transportation within B.C. at 67% followed by the R.V. at 24%.
- o Canadians were most likely to travel in B.C. by private car (79%) compared to Americans at 65%.
- o Use of rental cars was high among International visitors at 61%.
- o Bus and ferry travel was also significantly higher among International visitors than Americans or Canadians.

MAIN PURPOSE OF TRIP OF VISITORS TO THE B.C. ROCKIES

MAIN TRIP PURPOSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Business	5%	2%	-	3%	10%
Conference	2	4	-	2	5
Visit Friends/Relatives	47	21	36%	35	38
Touring Trip	47	77	95	63	56
City Trip	1	4	10	3	11
Personal	5	2	-	4	6
Outdoors Trip	34	41	33	37	20
Wilderness/Adventure	8	14	28	12	10
Resort	35	11	12	23	14
Cruise	2	2	-	2	7
Theme Park	8	11	10	10	6
Special Event	2	4	-	2	5
Row Percentage	51%	40%	8%	196%	187%

- o The most common purpose of trip was touring - cited by 63% of travellers. Touring was particularly popular among International (95%) and American (77%) visitors.
- o Outdoors trips and visiting friends and relatives were the next activities in order of priority cited by 37% and 35% of travellers respectively.
- o Canadians were approximately three times more likely to visit a resort while travelling in the B.C. Rockies region than American or International visitors.
- o Wilderness/Adventure trips and Outdoors trips were particularly significant for International visitors at 28% and 33% respectively.

PARTY COMPOSITION OF VISITORS TO THE B.C. ROCKIES

PARTY COMPOSITION	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
1 Adult	4%	5%	-	4%	14%
2 Adults	54	57	57%	55	52
3 Adults	2	7	12	5	5
4 or More Adults	8	9	16	9	10
Adult(s) and 1-2 Ch.	24	20	14	22	15
Adult(s) and 3+ Ch.	8	3	-	5	3
Row Percentage	50%	43%	7%	100%	100%
Average (persons)	2.8	2.8	2.8	2.8	2.64

- The average party size of all visitors to the B.C. Rockies region was 2.8.
- More than half (55%) of all parties to the B.C. Rockies region were comprised of two adults.
- Just over one-quarter (27%) of all parties were travelling with children. This was notably higher than the provincial average of 19%.

FIRST VISIT TO B.C. BY VISITORS TO THE B.C. ROCKIES

RESPONSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	93%	78%	27%	81%	73%
Yes	8	22	73	19	27
Row Percentage	51%	40%	8%	100%	100%

- More than eight out of ten visitors (81%) to the B.C. Rockies region had made a previous trip to B.C.
- Canadians were most likely to have made a previous trip to B.C. (93%) followed by Americans (78%) and then International visitors (27%).

NUMBER OF TRIPS TO B.C. IN THE PAST THREE YEARS BY VISITORS TO THE B.C. ROCKIES

NO. OF TRIPS	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
None	12%	25%	45%	18%	19%
1	7	21	39	14	15
2	17	35	16	24	21
3	16	8	-	13	15
4-5	17	4	-	12	11
6 or more	30	7	-	20	19
Row Percentage	57%	39%	3%	100%	100%
Average (trips)	4.9	2.2	.7	3.7	3.71

- o Visitors to the B.C. Rockies have made an average of 3.7 previous trips to B.C. during the last three years.
- o Canadians have made the most trips to B.C. during the last three years averaging 4.9
- o The regional total indicates that less than one in five (18%) travellers have not visited B.C. during the last three years.

VISITED EXPO 86 BY VISITORS TO THE B.C. ROCKIES

RESPONSE	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
No	67%	72%	100%	71%	68%
Yes	33	28	-	29	32
Row Percentage	55%	39%	6%	100%	100%

- o Seven out of ten visitors to the B.C. Rockies region did not attend Expo 86.
- o Canadians were most likely to have visited Expo 86 (33%), while no International visitors claim to have attended.

ACCOMMODATION USED BY VISITORS TO THE B.C. ROCKIES

ACCOMMODATION	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Hotel	3%	2%	5%	3%	16%
Motel	28	37	30	30	24
Campground	40	46	44	42	24
Friends/Relatives	16	4	20	13	26
Resort/Lodge	9	10	-	9	4
Cottage/B & B	3	-	-	2	2
Other	1	2	-	1	4
Row Percentage	65%	29%	6%	100%	100%
Total Party-Nights x (100)	3809	1664	362	5835	57119

- The most frequently used accommodation by visitors to the B.C. Rockies was campgrounds (42%), motels (30%) and friends and relatives (13%).
- The percentage of people visiting the B.C. Rockies who stayed in campgrounds was significantly higher than the provincial average of 24%, while the percentage of people staying with friends and relatives was much lower than the provincial average of 26%.
- Staying with friends and relatives was particularly popular among International visitors (20%), while camping was particularly popular among Americans (46%).

ACTIVITIES PURSUED BY VISITORS TO THE B.C. ROCKIES

ACTIVITIES	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Shopping	30%	31%	40%	31%	37%
Tour	6	8	10	6	11
Sightseeing	39	57	62	46	50
Passing Through	20	41	28	27	21
Business	1	2	-	1	8
Outdoor Activities	57	36	48	51	28
Sporting Activities	28	8	27	22	11
Nightlife	10	4	11	8	9
Other Activities	7	4	13	6	4
Beach/Lakeshore	17	16	6	16	27
Museum/Gallery	4	10	11	6	11
Historic Site	10	22	14	14	14
Amusement Park/Fair	5	3	-	4	4
Gardens/Parks	14	26	21	18	25
Friends/Relatives	26	5	6	19	26
Other	5	5	19	6	3
Sporting Event	3	-	-	2	3
Festival	2	2	5	2	3
Cultural Performance	3	3	7	3	3
Other Event	2	-	3	2	1
Row Percentage	64%	30%	7%	100%	298%
Total Party-Nights x (100)	3724	1727	385	5836	56715

- The most popular activities for visitors to the B.C. Rockies were outdoor activities (51%), sightseeing (46%) and shopping (31%).
- Outdoor and sporting activities were approximately twice as popular in the B.C. Rockies compared to the provincial average.
- Outdoor activities were particularly important to Canadians (57%), while sightseeing was the most popular activity among Americans (57%) and International visitors (62%).

AVERAGE EXPENDITURES BY VISITORS TO THE B.C. ROCKIES

(PER PARTY PER DAY)

CATEGORY	CANADA	U.S.A.	INT'L	REGIONAL TOTAL	B.C. TOTAL
Accommodation	$27.74	$33.81	$46.40	$30.89	$37.28
Auto Transportation	13.16	18.99	28.88	16.00	15.19
Other Transportation	.09	2.53	-	.85	6.48
Package/Cruise	1.73	.19	1.54	1.24	10.19
Restaurants	19.00	19.58	16.04	18.97	26.75
Groceries	8.87	6.07	11.42	8.18	7.89
Recreation/	5.72	5.01	8.25	5.66	5.26
Shopping/Souvenirs	5.99	8.14	7.60	6.76	18.88
Other	5.02	1.60	3.42	3.86	4.87
Total Expenditure per party per day*	$86.62	$95.90	$122.79	$91.89	$131.88
Average Party Size	2.8	2.8	2.9	2.8	2.64
Total Expenditure per person per day*	$30.94	$34.25	$42.34	$32.47	$49.95

- The average expenditure by visitors to the B.C. Rockies was $92 per party per day, while the average per person expenditure was $32. These figures are significantly lower than the provincial average.
- International visitors tended to spend the most both per party ($123) and per person ($42).
- The single largest expenditure for visitors to this area was accommodation ($31), followed by restaurants ($19) and auto transportation ($16).
- Significantly less was spent on shopping/souvenirs ($7) in the B.C. Rockies compared to the provincial average ($19).

* Totals may not add due to rounding of individual expenditure items and due to analytical techniques based on questionnaire responses recorded to the nearest dollar.

"BEST" ASPECTS OF EACH REGION

RESPONSE	SOUTHWEST B.C.	VANCOUVER ISLAND	OKANAGAN SMILKAMEEN	KOOTENAY COUNTRY	B.C. ROCKIES	HIGH COUNTRY	CARIBOO	NORTH BY N.W.	PEACE RIVER-ALASKA	B.C. TOTAL
Scenery	49%	51%	38%	65%	51%	52%	58%	54%	49%	46%
Mountains	9	6	7	6	16	7	-	15	6	9
Lakes	13	15	19	14	14	14	11	5	8	13
Gardens	9	10	3	2	1	9	-	15	6	5
Fruits	5	6	14	7	-	3	-	-	-	4
Parks	5	8	3	6	11	4	-	4	-	4
Clean	1	1	5	-	2	1	-	10	1	3
Weather	21	28	49	38	30	19	4	7	20	24
Family	13	7	25	43	8	10	4	5	14	15
Friendly	21	23	17	9	24	21	20	33	26	20
Recreation	9	10	22	5	21	5	25	2	12	13
Food	9	9	9	7	7	7	11	16	6	9
Accommodation	9	4	6	9	7	9	-	21	8	8
Shopping	2	3	-	1	5	1	-	21	-	3
Campgrounds	4	4	8	-	15	7	15	4	12	9
Wilderness	3	4	-	-	7	6	11	-	6	4
Outdoors	11	12	5	19	26	9	15	16	-	10
Relaxing	9	8	6	6	5	6	10	3	11	6
Gen. Pretty	12	7	7	6	4	5	8	21	9	6
Gen. Touring	4%	2%	9%	0%	4%	2%	11%	9%	0%	4%

- Mentioned most often as the "best" aspects of the B.C. Rockies were the scenery (51%), the weather (30%), friendly people (24%) and the outdoors (26%).
- The "best" aspects of British Columbia were generally the same categories, but their overall significance was lower.
- Ranking lower in the opinions of visitors to the B.C. Rockies than the overall perception of the province were gardens, fruits, family, and food.

INTEREST IN VISITING REGIONS BY SEASON

REGION	SEASON			
	SPRING	SUMMER	FALL	WINTER
Southwestern B.C.	34%	68%	36%	22%
Vancouver Island	39	67	35	23
Okanagan Smilkameen	24	82	25	19
Kootenay Country	12	85	3	24
B.C. Rockies	28	83	16	24
High Country	30	79	23	16
Cariboo	12	100	50	18
North by N.W.	15	74	35	9
Peace River-Alaska	55	73	39	23
Total	34%	74%	33%	20%

- The B.C. Rockies was perceived as an appropriate location to visit in the spring by 3 out of 10 summer visitors.
- Over 80% of existing visitors would be interested in visiting in the summer and only 16% in the fall.
- Winter was seen as a season to visit the B.C. Rockies by one-quarter of summer visitors.

COMPARISON OF VISITORS TO THE B.C. ROCKIES BETWEEN 1979 AND 1987

ORIGIN	1979		1987	
	B.C. ROCKIES	B.C.	B.C. ROCKIES	B.C.
Alberta	55%	33%	37%	19%
Saskatchewan	3	5	5	3
Manitoba	7	2	3	2
Ontario	5	6	3	7
Quebec	1	1	1	2
Other Canada	1	1	2	1
Total Canada	72	48	51	34
Washington	7	18	11	14
Oregon	2	5	4	6
California	4	11	7	13
Other West. U.S.	8	6	14	12
Other U.S.	6	7	7	12
Total U.S.	27	47	42	57
Europe	2	4	5	7
Asia	-	1	-	1
Australia/N.Z.	-	1	2	2
Other World	-	-	1	1
Total International	2%	6%	8%	11%

- o There has been a major shift in the relative importance of the origin groups as Canada has declined from 72% to 51% and the U.S. has increased from 27% to 42%. International visitors have also increased in numbers from less than 2% to 8%.
- o The largest Canadian declines were registered among Albertans, down from 55% in 1979 to 37% in 1987.
- o Increases were registered in all U.S. markets with the largest increases coming from Washington and the other Western States.